

GUNNISON VISITORS CENTER


Long term funding proposal – July 14, 2015

THE IMPORTANCE OF A VISITORS CENTER

IN 2014 THE GUNNISON VISITOR'S CENTER:

- ▶ Had 62,820 walk-in visitors
- ▶ Made 115,286 referrals to local businesses in person or via phone
- ▶ Fielded 9,474 calls for information
- ▶ Coordinated 17 groups looking at locations to hosts them
 - ▶ 9 will visit or have visited in 2015 including Ride the Rockies, The Hogs, and CMA state convention

THE IMPORTANCE OF A CHAMBER OF COMMERCE

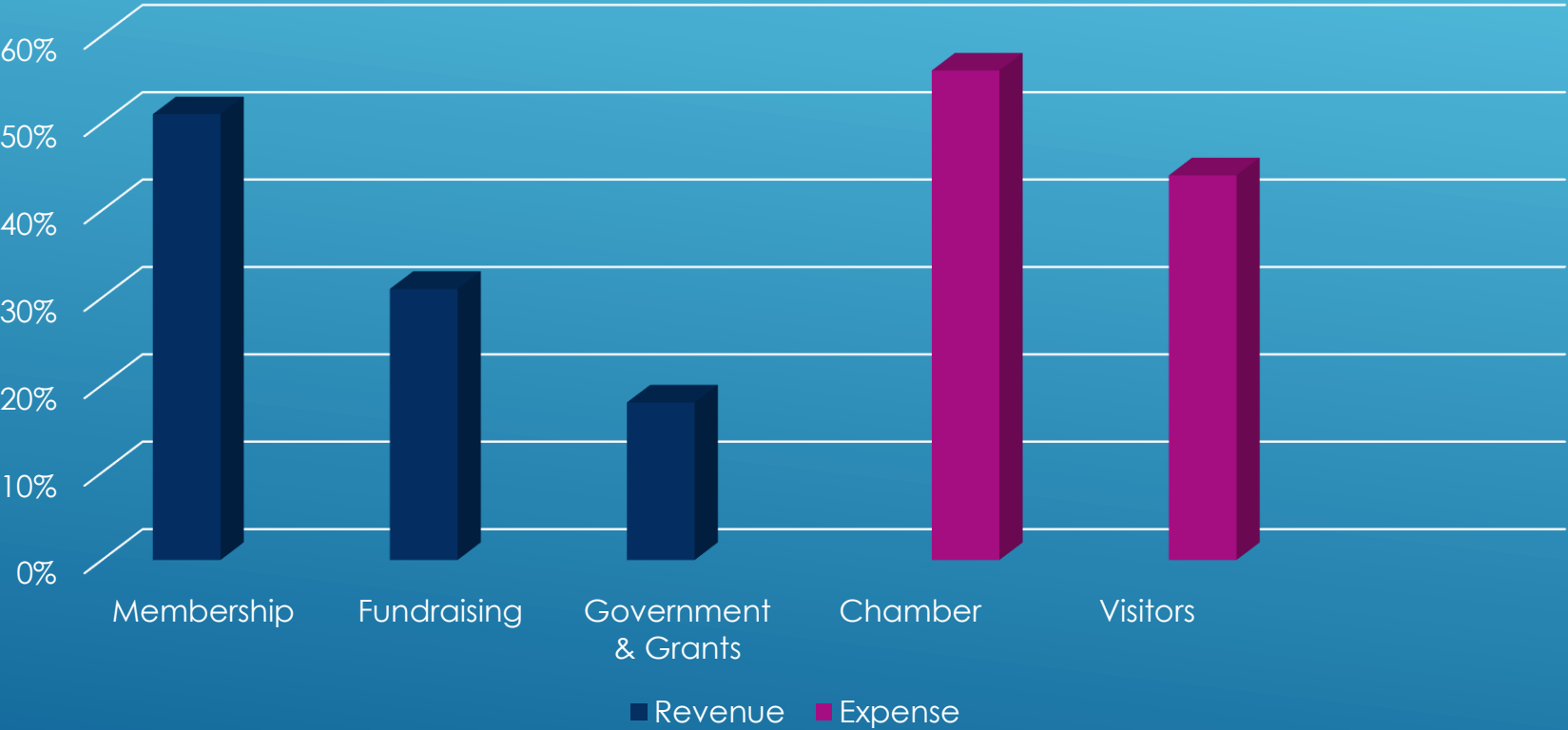
- The GCCOC members represent 5657 jobs across the valley
 - Business support
 - Classes (guest experience, Nxt Level, Gunnison Valley leadership)
 - Human Resource Packets
 - Brochures and website listings
 - Puts on key community events
 - Night of Lights
 - Halloween trick or treat
 - High Octane Art Festival
 - Downtown Block Party
 - Hosts events
 - Golf Tournament
 - Fishing Tournaments
 - Color Run
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THEY DID ALL OF THIS WITH 1 DIRECTOR AND LESS THAN 1 FULL TIME EQUIVALENT


- ▶ The visitors center is open roughly 288 day per year
- ▶ That makes:
 - ▶ A visitor every 2.25 minutes
 - ▶ A phone call every 15 minutes
 - ▶ A Referral every 1.22 minutes

SHOW ME THE MONEY

Funding / Expense for Chamber and Visitors Center
Combined



THE CRUX OF IT ALL

- ▶ A vibrant Visitors Center and Chamber of Commerce is vital the overall health of a community
 - ▶ Currently, Chamber Funds are subsidizing the visitors center
 - ▶ Neither entity is operating at full potential due to lack of revenue
 - ▶ Board of directors are asked to give incredible amounts of time and money to make up the difference
 - ▶ Chamber members don't get full benefit of their membership \$\$\$
 - ▶ Visitors Center needs a facelift
 - ▶ Director needs to be able to direct
 - ▶ So many ideas, so little \$\$\$\$
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SERVICE FEE PROPOSAL

- ▶ City of Gunnison currently gives a 5% service fee back to all sales tax payers (% of a %, Gunnison Sales tax rate is 4%)
- ▶ We propose a 1% reduction of the service fee to 4%, earmarking the 1% for Visitors Center funding, paid monthly, in alignment with the length of the land use contract for the current building location
- ▶ A 1% reduction, combined with an annual \$25K LMD contribution, would fully fund the Visitors Center, returning Chamber dollars to the Chamber side of the equation

\$10,000 EXAMPLE

- ▶ If a taxpayer has \$10,000 in taxable revenue
 - ▶ They're tax payable would be \$400 (4% city sales tax)
 - ▶ They're rebate right now would be \$20 (5% of \$400)
 - ▶ Under the new proposal, they're rebate would be \$16 (4% of \$400)
 - ▶ So we are asking for \$4 out of \$10,000 of taxable revenue

STATEWIDE SERVICE FEE AVERAGES

- ▶ Gunnison City has the Highest Service Fee % in the state
- ▶ Next highest is 3 1/3% (130 cities including Estes Park, Aspen, Canon City, Poncha Springs, and Timnath)
- ▶ 62 Cities offer no rebate, 0%, zip, nada (including Cripple Creek, Salida, Delta, Denver, Steamboat Springs and Lochbuie)
- ▶ At 4% Gunnison would still be the highest in the State
- ▶ Keep in mind the cost to do business in Gunnison (Sales tax License) is \$10.50, on the low end of the scale
- ▶ Crested Butte 1.5%
- ▶ Montrose 1.33%
- ▶ Hotchkiss 3.33%
- ▶ Alamosa 2%

A WIN-WIN

- ▶ Visitors Center Funding would be tied to Sales Tax
 - ▶ we do our job well, funding increases
- ▶ Not a tax
 - ▶ City Council can take action without the cost of a vote in the general election
- ▶ Doesn't take any \$\$\$ out of the city budget
 - ▶ Actually nets \$13,500 back in future years
- ▶ An increase in the city sales tax license fee to \$100 wouldn't fully fund the visitors center
- ▶ Gunnison would still offer the highest rebate in the state

WHO'S ON BOARD

So far we've not had any opposition, here's a sample of who we've talked too

- ▶ Fulmers Ace
 - ▶ John Roberts
 - ▶ Gene Taylors
 - ▶ IC Connex
 - ▶ Quick Draw
 - ▶ Mario's
 - ▶ Garlic Mikes
 - ▶ Morrison Stone
 - ▶ Sanctuary Yoga
 - ▶ Gunnison Country Times
 - ▶ I Bar
 - ▶ High Alpine Brewery
 - ▶ Nesbit and Company
 - ▶ Sign Guys
 - ▶ WWO
 - ▶ Critter Sitters
 - ▶ Days Inn
 - ▶ Gunnison Arts Center
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WHAT WOULD THE TAX PAYERS GET IN RETURN

- ▶ Glenwood Springs recently went to a very similar system
- ▶ All Tax payers get a listing on the webpage with address and phone number and brief description of offerings
- ▶ Chamber members get a bolded listing with a link to website maybe a picture or two
- ▶ Non Tax Paying – Non Chamber Membership Business would be able to get listed at the tax Payers Level for a fee (\$50-\$100ish, limited to businesses within city limits)
- ▶ www.Gunnison-co.com is the number 1 rank on Google when searching Gunnison
- ▶ Website sees approximately 100,000 unique visitors per year with roughly 250,000 page views per year
- ▶ Gunnison Chamber is currently investigating an updated website

SO HOW DOES THIS WORK? - TIMELINE

- ▶ City Council vote in 30 days
 - ▶ Funding Starts for the month of September
 - ▶ All city Sales tax license holders are reached out too in September
 - ▶ New Website and listings completed by year end; updated again at end of Q1 2016, then updated annually after Q1
 - ▶ Visitors Center gives council reports twice yearly, Summer wrap up / Winter forecast and Winter wrap up / Summer forecast
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